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★★★

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MTA

Michelle Dadigan
Max Factor Bldg.

David Gajda
Hollywood Software

William Hertz
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Nathan Korman
1723 Wilcox

Ron Radachy
Oasis of Hollywood

Alan Sieroty
Sieroty Company

Robert Victor
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Monica Yamada
CIM Group LLC

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Kerry Morrison
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April 16, 2004

TO: Karen Kalfayan
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Entertainment District POA

SUBJECT: First Quarter
January 1, 2004 – March 31, 2004

As is required in our Agreement with the City of Los Angeles, I am submitting our First Quarter Report to summarize key activities of the Hollywood Entertainment District. In addition, the March 31, 2004 financial statement is attached to this memo.

I. Operational Issues

- The HEDPOA Board President signed the contract with the city of Los Angeles on February 6. A letter was sent to the City Clerk, after the 2/18/04 Board meeting, indicating that the contract differed significantly from the version reviewed and approved by the Board in September, 2003. The president signed the contract under duress, because over \$830,000 was at stake. The Association was already five weeks into the new year, the line of credit was exhausted, and vendor bills remained unpaid. A similar fate befell the Fashion District Board of Directors, and, as a result, a meeting was January between several BID directors and representatives from the City Attorney's office. A scheduled March 23 meeting was postponed until April 2, the results of which will be reported in the Q2 report.
- The Association secured a general liability insurance policy with Essex Insurance Company effective January 16, after three weeks of attempts to secure insurance after the Association's policy with Nautilus expired

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effective 12/23/03. An excess liability policy with United National Insurance Company would become effective 1/23/04. The Association had difficulty securing GL insurance because of a lawsuit, *Gleason v. City of LA, et. al*, in which the HEDPOA was named as a "Doe." After a deposition in December, the Association was dismissed from the suit, but the situation prompted the GL carrier to refuse to extend coverage into the new year.

- Sam Cole, General Manager of the Roosevelt Hotel, resigned from the Board effective February 29, 2004. Monica Yamada, CIM Group LLC, was elected to the Board at the February 19, 2004 meeting to fill the vacancy created by Russ Joyner's departure in November (through November, 2005).
- The Board held a planning retreat on March 13 at the Max Factor Building. A draft vision statement was developed as a result of the meeting, as was work priorities for the coming year. The retreat was noticed in public, advertised in the newsletter, and posted on the website.

II Security

- The Security Committee is commencing research into the feasibility of installing wireless digital security cameras in a test portion of the BID in order to help the LAPD fight crime. A successful demonstration project is currently underway in Macarthur Park in Rampart Division. A delegation of BID stakeholders visited the Macarthur Park installation, and reported their findings to the Security Committee. This will be a major priority to explore in Q2.

III Streetscape Issues

- The HEDPOA is a member of a city-wide coalition called CLEAN (Coalition for LA's Enforcement Applied to Newsracks) that is advocating for the city's enforcement of the existing newsrack ordinance in the city of Los Angeles. The Council's Public Works Committee unanimously endorsed the CLEAN-supported newsrack ordinance at their meeting on February 18. The ordinance heads next to the full city council on March 31.
- The HEDPOA continues to spearhead the effort to take advantage of the Viacom-Decaux street furniture program in Hollywood. Participants include: Viacom/Decaux, CD-13, Chamber, Walk of Fame, CRA and HED. At a February meeting, it was decided to explore the feasibility of installing a public toilet in the courtyard of the Cherokee public parking structure, and two public amenity kiosks on the "bump-outs" near Cherokee on Hollywood Blvd.
- In January, a subcommittee interviewed three finalists for the District maintenance contract. At the March meeting, the Board voted to negotiate a contract with CleanStreet, the current maintenance vendor. A second option, hiring Chrysalis, an organization which trains formerly homeless

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individuals for the purposes of "re-entry" into the job market, had been considered and further researched over the course of the quarter. At this point, the Board determined that hiring Chrysalis would not be a prudent undertaking at this time.

- The Board approved hiring Landscape Consultant Diane Scanlan on a NTE \$25,000 annual contract to provide landscape consulting services associated with the various landscape/streetscape projects that have been installed in the BID. Her contract is paid for from the Special Projects fund.
- A letter was sent to Mary Marcus in the Bureau of Street Lighting outlining two proposals in which the city of L.A. would contract with the HEDPOA to administer revenues that have accumulated in the Hollywood-Vine Assessment District account. Though the account has been on hiatus for two years, over \$150,000 has accumulated, due to payment of delinquent assessments.

IV Marketing Issues

- The Board voted in January to allocated \$15,000 out of Special Project funds toward sponsorship of the upcoming POW-WOW International Travel Trade Show and Marketplace, which is coming to Los Angeles in April. (LA, Inc. had originally requested a \$25,000 sponsorship from the HED.)
- Work commenced on the update of the Visitor's Guide and Map for 2004-2005. At the March meeting, the Board approved a subsidy of \$11,175 from the Special Projects Account to pay the balance toward the map project. Over \$67,000 had been raised from participating businesses, but the total cost of the project for 450,000 maps was \$78,875.

V. OTHER

- The HEDPOA joined with nine other community stakeholders to hire a group of six Coro Fellows to conduct a one-month study of the street closure issue in Hollywood. The Fellows interviewed and surveyed residents and businesses; explored how LA city policies compare with other cities; and made recommendations for consideration by the Council office and the CD-13 Street Closure Advisory Committee.